



**THE INFLUENCE OF BRAND EQUITY ON CONSUMER BUYING  
BEHAVIOUR ON SAMSUNG SMARTPHONE**

**FAZLINORAZIRA BINTI HAROON @ HARUN**

**2016595681**

**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA (UiTM)  
CAWANGAN MELAKA KAMPUS BANDARAYA MELAKA**

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## ABSTRACT

The purpose for this study is to investigate the influence of brand equity dimensions on consumer buying behaviour of Samsung smartphone user. The dependent variable is consumer buying behaviour. The independent variable is brand awareness, perceived quality, brand association and brand loyalty. From the result it was found that brand association and brand loyalty does have influence on Samsung smartphone user buying behaviour.

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